

I CLAIM:

1. A rapidly water soluble film-form composition for the delivery of a surfactant, upon the addition of water, comprising
  - (i) a water soluble polymeric base carrier selected from the group consisting of carbohydrate based hydrocolloids, alginates, hydroxy ethyl cellulose, hydroxy propyl cellulose, polyvinyl alcohol, polyacrylic acid and polyethelene oxide;
  - (ii) up to seventy percent by weight of a surfactant;
  - (iii) from five to fifteen percent by weight of water; and
  - (iv) sufficient plasticizer to impart a desired degree of flexibility to the film.
2. A composition according to claim 1, wherein said carbohydrate based hydrocolloid is selected from carboxymethyl cellulose, sodium carboxymethyl cellulose and hydroxy propyl methyl cellulose.
3. A composition according to claim 2, wherein said surfactant is a personal hygiene soap.
4. A composition according to claim 2, wherein said surfactant comprises a soap and a co-surfactant.
5. A composition according to claim 3, wherein said plasticizer comprises up to ten percent by weight of propylene glycol or glycerin.
6. A composition according to claim 2, wherein said surfactant is sodium lauryl sulphate, sodium laureth sulphate or mixtures thereof.
7. A composition according to claim 5, wherein said plasticizer comprises up to ten percent by weight of polypropylene glycol or glycerin.

8. A composition according to claim 2, further comprising minor amounts of one or more film modifying agent selected from the group consisting of co-surfactants, colors and fragrances.